21 Reasons **Millennials Prefer Microsoft Dynamics**

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Millennials are quickly taking their place as the driving force in the workplace. In 2020, those born between about 1980 and 2000 are expected to comprise half of the workforce and by 2025, 75% of the global workforce.[1]

Having grown up with technology, millennials view the world through a connected, digital lens. They expect technology to simplify tasks and assume instant access to any information they need. So when the organization they work for uses outdated systems that make tasks more cumbersome and data impossible to find, they get frustrated and explore new options.

Millennials know there is a better way to get work done.

In this white paper, we'll look at the unique ways that the ERP and CRM functions in Microsoft Dynamics help millennials (and the organizations they work for) get work done. From mobile support to industry-leading collaboration tools, Dynamics is built for the future. Read on to see how you can tap into the power of the millennial workforce to ensure the future of your organization.

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1 https://www.inc.com/peter-economy/the-millennial-workplace-of-future-is-almost-here-these-3-things-are-about-to-change-big-time.html

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Productivity anywhere

The definition of "workplace" has profoundly changed over the past decade. On-the-go employees want to work when and where they can, staying productive with apps and information they need. Also, your customers expect the employees they engage with to be fully connected no matter where they are. Dynamics unifies data and functions to allow every worker to achieve their full potential anywhere.

1. **Work/life balance for parents.** There is no predicting when a child will wake up sick and need to stay home from school. Parents appreciate the flexibility to work from home—and still be productive—when the unexpected happens. Dynamics is fully integrated with familiar Office tools like Outlook, Word, and Excel, so working from home is no less productive than being in the office.
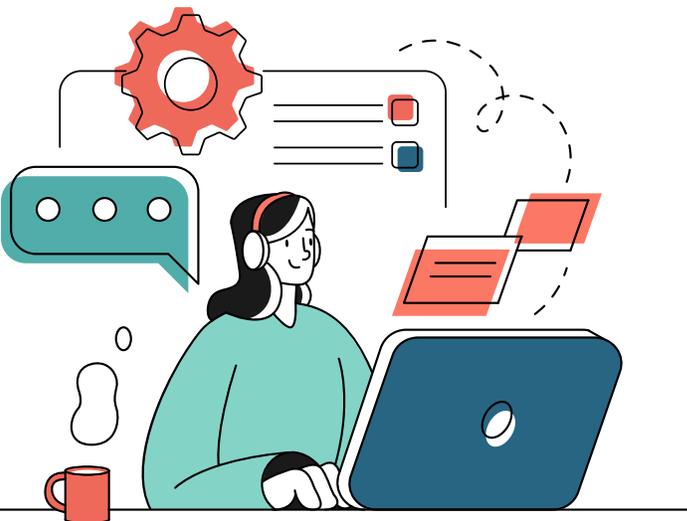
2. **Access to current data anywhere.** When they meet with a customer over coffee, and the customer asks how many items they ordered last time, millennials expect to look up the information instantly on their phone . With Dynamics, your sales reps can look up previous orders, confirm inventory status before committing to delivery, and place the order, all from their mobile device.

"Millennials love the mobile-friendly capabilities Dynamics 365 offers them. In the busy world we live in, the need to easily connect to Dynamics 365 from phones and tablets, while still enjoying an easy, intuitive user experience, is critical."

—Alex Quinn, Marketing Manager, BroadPoint

3. **Productive travel time.** For seasoned travelers, time at the airport is time to catch up. With centralized access to sales, projects, marketing and more, traveling employees can stay engaged no matter where they are. A consistent and secure experience on a desktop, laptop, tablet, or phone allows traveling workers to complete all of their tasks efficiently so they can spend more time building profitable relationships with clients and more time at home with their families.

Integration and automation

Millennials are accustomed to using personalized applications to simplify every aspect of their lives. From shopping to banking, when they need to get something done, they click on an app. Employees get very frustrated when they have to work through cumbersome processes that require switching back and forth between multiple business applications, email, and document storage. Dynamics brings together financials, sales, service, and operations to create a unified platform for workers. And a thriving marketplace of connecting applications, AppSource, extends the personalized experience.

"Microsoft Dynamics takes the suite of technology products to a new level. It gives users the ability to have access and control their data and technologies in order to be productive. I highly recommend Dynamics for any company that is wanting to grow and thrive."

Kimia Moini, Marketing Automation Manager, Arbela Technologies

4. **Single source of action**. Dynamics surfaces business tasks like requests for quotes or invoices within Outlook, allowing workers to take immediate action without leaving their inbox. The cross-function with other Microsoft products, including Teams, SharePoint, and Office 365, etc. supports efficient work in programs that people are comfortable using.

5. **Breaking down barriers in the organization.** Centralized data management allows departments and business units to work as one. Data flowing in, through and out of your business enables everyone in the organization—from sales and marketing teams to production and service groups—to work with one version of the truth.

Integration and automation

6. **Providing service with pride.** As millennials seek meaning in their work, they want to provide great service to the customers, patients, and clients they interact with. Through connected customer relationship management and back office processes, customer-facing employees have complete information—like order history, schedules, and inventory—so they can answer questions with confidence and provide personalized service.

7. **Workflows to simplify work.** Today's workers expect tedious manual processes to be automated so they can focus on more important work. Through automated processes, Dynamics manages the most common tasks, such as creating invoices, purchase orders, and production schedules. Workflows automate email notifications to keep orders moving through departments, ensuring prompt approvals, and keeping projects on track.

"Targeting Microsoft Dynamics and its ease of use will attract millennials in a way that saves them time, eliminates frustration and provides a streamlined suite of applications to do the heavy lifting for them. In addition to the desktop versions of these applications, they are also available via mobile, keeping Dynamics 365 with you wherever you go."

AKA Enterprise Solutions

"Millennials generally prefer to be in control, they like self-service solutions over assisted service. MS Dynamics gives millennials the power to resolve their own problems and get their own answers. They can log in to see time cards, vacation time, and other personal information."

George Mackiewicz, President, CAL Business Solutions

Data mastery

Millennials have a different perspective from previous generations on "following your instincts" and making "gut decisions." They want data, relevant and focused, to provide a firm foundation for decisions. Human interpretation is still critical to good decision making but it should be supported by rich decision-driving data.

The Common Data Model underlying Dynamics provides the foundation to centralize data and deliver consistent information across the organization. Robust visualizations bring focus and perspective to provide the context and relevance that supports informed decisions.

"Using Microsoft Dynamics can help you attract and retain millennials by streamlining processes, incorporating visual dashboards which make it easy to highlight KPIs and achievements, giving employees the ability to access software from anywhere at any time, and incorporating social collaboration with the click of a button."

Bailey Springs, Marketing, InterDyn Artis

8. **Instant answers.** Finding the answer to most any question today is just a simple search away. The connected data of Dynamics provides instant visibility into the relevant information each employee needs. No matter where they are working, employees can have a unified view of the financial and customer information to deliver real-time responses to the people they work with—both internally and externally.

9. **Personalized, interactive data visualization.** Power BI is Microsoft's powerful business analytics solution and data visualization tool. Power BI delivers real-time insights from Dynamics to provide deep visibility across company-wide operations. Employees can easily connect Excel queries, data models, and reports to Power BI Dashboards to gather, analyze, publish, and share Dynamics business data. Configurable dashboards and multidimensional reports help employees analyze data to meet their own needs and share information clearly and concisely.

"Millennials have grown up with information at their fingertips. Power BI makes that a reality. No matter when, where or what device Power BI can provide relevant, timely information."

Jim Bertler, Principal, Logan Consulting

Data mastery

In addition to connecting data from accounting, sales, purchasing, inventory, and customer interactions, Dynamics provides the gateway for the next generation of data management through artificial intelligence (AI) and augmented reality.

10. **Artificial intelligence**. With Dynamics, employees can take advantage of the latest advances in Microsoft AI. Machine learning models can reveal insights from both structured and unstructured data, including text, and images. Out-of-the-box AI applications in Dynamics can help employees gain new perspectives into their specific jobs, like predicting customer behavior through Sales Insights or interpreting social and web interactions with Marketing Insights.

11. **Mixed reality.** The emerging field of mixed reality lets employees work with cutting edge technology to visualize, collaborate, and learn. Through multiple out-of-the-box Dynamics mixed reality tools, workers can blend real and virtual worlds to produce visualizations, to share, imagine, understand, and design in real time.

"Millennials are extremely team-oriented and thrive off collaborating with colleagues. They expect answers and solutions instantly to any question. Dynamics 365 makes collaborating easy, connecting people on any device, from anywhere. Dynamics 365 enhances organizational productivity, team collaboration, communication, and empowers employees with relevant, real-time information."

FIELDBOSS

"The way the software continues to progress makes life easier. From working in the office, from home or on the go, all the tools you need to succeed are right at your fingertips. You can view your data in several different ways by using your standard reports, building custom reports or integrating PowerBI with your ERP system to have a visual representation."
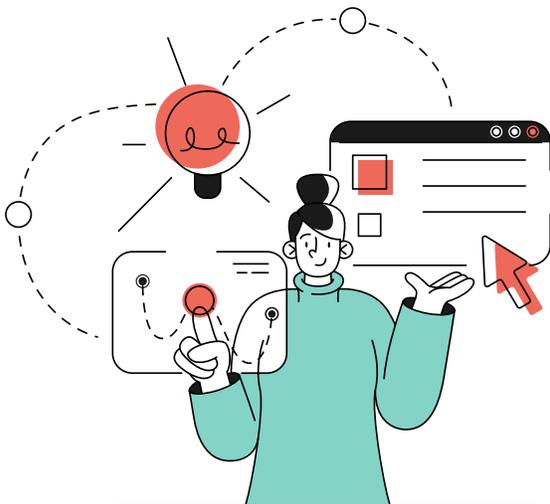
Zac Richards, Dynamics Consultant, T3 Information Systems

Collaboration

Extended social networks have shaped the way millennials share ideas, solve problems, and learn new skills. They understand that the organization is stronger through collaboration that crosses departments, business units, and regions. With integrated tools featuring a familiar Office 365 experience, Dynamics supports collaboration across the organization—from marketing and sales through production and service delivery.

"Having grown up with the internet, millennials expect to be able to tailor their technology to fit their exact use cases. Users can customize forms in Dynamics 365 to show only the most pertinent information, and they can build out workspaces that show open tasks and relevant data."

Logan Acton,
Dynamics 365 Consultant, RSM

12. **Collaborative selling.** Working with Microsoft Teams, Dynamics supports a rich coordinated selling approach. CRM information including Accounts, Opportunities, and other key entities is shared to enable strategic conversations. Sharing and coauthoring sales documents allows experts from across the organization to actively participate in sales cycles. With files stored in one central location, the entire team has easy, consistent, and secure access to the latest documents.

13. **Effective project collaboration.** Microsoft's modular, multi-channel applications like Dynamics and SharePoint allow project members to work together on all aspects of projects. Dashboards allow team members to monitor budgets, allocate resources, and make effective decisions with real-time insights. Project-related documents in SharePoint enable everyone to do their best work by unifying relationships, processes, and data.

14. **Mixed reality collaboration**. Dynamics is at the forefront of the new age of collaboration. Remote Assist allows employees a world apart to share a real-time view to engage expert input, get hands-on training, or share visual experiences.

Security

Millennials understand the importance of secure data, applications and documents to protect employees and customers—as well as ensuring the reputation of the organization. As a leader in global security, Microsoft delivers layered security in all applications to allow workers to do their best work anywhere with full confidence.

15. **Security anywhere.** Through Dynamics' layered approach, physical and virtual security including access control, encryption, and authentication helps protect data on all devices. To ensure that workers have the information they need to accomplish their jobs, role-based security defines access to system data no matter where they are working.

16. **Intelligent security.** As the risks to data and systems continue to evolve at a frightening pace, modern workers expect systems to be protected by intelligent security. Microsoft applies advanced analytics to compile massive amounts of threat intelligence and security data to provide unparalleled threat protection and detection. Applying knowledge from billions of data points globally, Microsoft diagnoses attacks, reverse engineers techniques, and applies intelligence to continually improve security.

> *"After numerous data privacy scandals, millennials are concerned with personal data issues and its protection. Dynamics 365 provides a robust data security model, and add-on products ensure data protection between D365 and other Microsoft apps."*
>
> Thomas Berndorfer, CEO,
> Connecting Software

17. **Protect customer data.** Employees today want to be confident that the data they collect from customers is secure and fully protected. Dynamics keeps personal and financial information safe, making it easy to maintain customer loyalty and comply with industry regulations—preventing the disclosure of sensitive information such as financial data, credit card numbers, social security numbers, or health records.

The future

Millennials understand that the digital revolution can and will transform every aspect of organizational operations. Microsoft agrees, weaving leading edge functions—like automated workflows, social engagement, field services, cognitive services, and artificial intelligence—into all of the Dynamics suite of modular solutions. Dynamics is central to Microsoft's vision to enable every organization to realize the full benefit of digital transformation.

At the forefront of that transformation are the Dynamics partners, working directly with Microsoft in the practical application of emerging technology. Working with forward-thinking clients, Dynamics partners work to architect the solutions that will deliver business value.

"Microsoft provides constant breakthroughs in innovations when it comes to technology —such as AI (Artificial Intelligence), Omni Channel Solutions and much more—and we utilize all of that to provide solutions that work for our clients."

Rob Trigg, VP Sales and Marketing, CRM Dynamics

18. **More to explore.** With ten core business function modules, from sales through project service automation, Dynamics can bring operational improvements to every part of the organization. Microsoft's continuing investment in expanding automation, integration, and artificial intelligence provides unlimited opportunities for employees to rethink and improve operations.

19. **The promise of AI.** Artificial Intelligence is the next frontier of data applications. With data volumes growing beyond the ability of humans to analyze, AI promises to help uncover customer preferences, improve resource management, optimize cashflow, and recommend strategic decisions based on analytics and predictive insights.

The future

20. **Re-imagined human resources.** Dynamics supports a new approach to attracting, hiring, onboarding, and retaining talented people. Using the power of Office 365 and LinkedIn, Dynamics creates a more secure, intelligent, and connected organization. Managers and employees are empowered to track accomplishments, identify issues, and take immediate actions to optimize results.

21. **Unlock potential.** With a flexible, unified operational system, Dynamics gears up organizations to take on new opportunities. Predictive financial information identifies future trends and opportunities while collaboration supports the sharing of ideas to address on those opportunities. And the regulatory compliance built into Dynamics reduces the risks when entering new markets.

"As Microsoft has grown and matured so have the millennials that have been using different Microsoft related tools and products from grade school through college and now as they enter the workforce. As a result of growing up together millennials are familiar and comfortable with the Microsoft brand and can quickly adapt to any new features or system changes."

Bobby Haggard, Dynamics Consultant, TrinSoft LLC

"I think millennials like Microsoft Dynamics because it does the work for them, making their life easier & more productive. Automated calculations, reports, analysis and more are making the tool 'cool to use.' Without much effort and juggling between software, you can access easy-to-read results through a visual dashboard."

Roland Chi, Digital Marketing Manager, Technology Management Concepts

Next steps and resources

Visit the ERP Software Blog and CRM Software Blog sites to find a list of experienced Microsoft Dynamics partners who can help you do a full evaluation of Microsoft Dynamics business solutions. These companies focus on educating companies like yours in the ERP/CRM selection process. For news and advice from the Microsoft partners on the front lines of Dynamics implementations and usage, check out the following links:

- Visit www.erpsoftwareblog.com to browse articles focused on ERP.
- Follow our tweets @ERPSoftwareBlog
- Request a free, instant Microsoft Dynamics ERP Quick Quote with estimated license and implementation costs at www.erpsoftwareblog.com/quick-quote
- Visit www.crmsoftwareblog.com to browse articles focused on CRM.
- Follow our tweets @CRMSoftwareBlog
- Request a free, instant Microsoft Dynamics CRM Quick Quote with estimated license and implementation costs at www.crmsoftwareblog.com/quick-quote

If you would like to find out more about Microsoft Dynamics business solutions directly from Microsoft, here are several helpful sites:

- Experience Dynamics 365 has links to community, trial subscriptions, product roadmaps and more.
- Dynamics 365 overview site.
- Dynamics 365 Business Central overview site.

For more information about the business analytics and intelligence tools from Microsoft, check out these sites:

- Power BI and Microsoft Power platform overview site.
- Microsoft Dynamics 365 AI overview site.

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